



TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT

‘THE LUGG’



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1.0 EXECUTIVE SUMMARY

Nowadays, people always choose the products that make their life easier. Thus, our company produce The Lugg which is smart luggage. The luggage has many features. For example, it has GPS luggage tracker which is to avoid users lost their luggage. Besides, it also has removable power bank which is the user can charge their smart phone whether it is attached with the luggage or not. Other than that, the smart luggage offers Touch ID lock and code combination lock which the users can choose how they want to secure their luggage.

The target market of this product is university students, workers and most importantly travellers. These three groups share the common characteristics which is they travel from one place to another. Most of them use public transport or flight to travel. Thus, the questionnaires are distributed to these groups of people. However, anyone that travels can respond to the questionnaire.

There are several competitive advantages of this product. One of them is the product can save time and energy because the users can easily organize their items inside the luggage. Besides, it is also easy to use. All ages can use this luggage since it is user-friendly. Other than that, this smart luggage has higher security because it has Touch ID and code combination lock.

The profitability was assumed by the company increases by 10% year by year. The price of this smart luggage is RM513 which is affordable as it follows the trend and technology. This company consists of General Manager, Operational Manager, Financial Manager, Marketing Manager and other employees. The employees have their own roles and responsibilities in order to make sure the business run smoothly.

2.0 PRODUCT DESCRIPTION

The table below shows the characteristics and features of The Lugg product:

Characteristics	Description
Colour	Black, Light yellow, Baby blue, Light purple
Dimension	26 inches (height) x 18 inches (width)
Material	Polycarbonate
Weight	3.5 kilograms
Expandable	35 centimetres
Volume	40 litres
Specification	<ul style="list-style-type: none">▪ Easier to organize items inside the luggage▪ Durable, lightweight and spacious▪ Come out with built-in luggage tracker▪ Has removable shelves and power bank▪ Luggage handle can be adjusted▪ Has expandable zipper▪ Flat top surface

Table 2.1: The Lugg's Characteristics and its Description


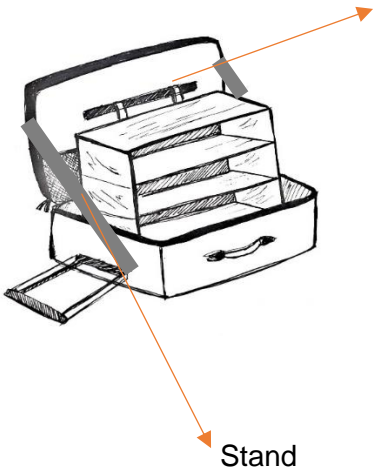
The Lugg have the high-end technology which is it have the features for screen display that can be connected with mobile device's Bluetooth. The screen display is made of capacitive touch screens which is made up of multiple layers of glass and plastic, coated with a conductor material like indium tin oxide or copper. The screen display is waterproof, thus, the user able to use anywhere and at any time. In order to achieve that kind of feature, the Smart Luggage also need the Bluetooth device. The function of this feature includes to locate the location of the luggage. The users able to get notification if their luggage is far away from them which is 5 metres away.

For this feature, it is come with battery's percentage display, GPS symbol and the name of the product "The Lugg". The removable and rechargeable battery of the Smart Luggage is made of Lithium-Ion that are generally cheaper. Besides, the luggage is durable, spacious and lightweight which is made of 100% polycarbonate. Inside the luggage, it has removable shelves that can help users to organize items during their travels and journey from one place to another. To secure the items in the luggage, the Smart Luggage offers Touch ID and combination code lock. The users can choose between to option suitable with their comfort. The luggage also has features such as removable power bank with 2 USB ports, adjustable luggage handle and expandable zipper.

The difference of this product compare to other smart luggage is that The Lugg has attached luggage locator with the smart luggage. The other big company which is LugLoc also produce the product that offers the same function. But the difference is LugLoc provide a luggage locator which need the users to pack the tracker inside the luggage. The advantage of The Lugg product is the users do not have to keep remind themselves to bring the luggage tracker inside the luggage. Thus, the chance of getting back the lost luggage is low. This product is the improvement from existing smart luggage. This product also improved in many ways since it is a multi-functional luggage.

For short term planning, the company only focused on selling our smart luggage in Kuala Lumpur since Kuala Lumpur is the capital of Malaysia. Next, for long term planning, The Lugg will go for all around Malaysia and also go for around Asia's country. From the feedback that we will get from the customers, we will improvise and improve our quality of product.

3.0 TECHNOLOGY DESCRIPTION

FEATURES	DESCRIPTIONS
<p>Durable and lightweight luggage:</p> 	<ul style="list-style-type: none"> • Made of 100% polycarbonate. • Lighter than some fabric bags. • Mid-size which is 23 to 26 inches. • Suitable for long or short time of travel. • It is very spacious.
<p>Removable shelves:</p> 	<ul style="list-style-type: none"> • Made of high quality of cotton fabric. • The shelves have hook that can be removed from the luggage. • The shelves have three partition. • The shelves can be folded. • The stand is to support the cover of the luggage. Thus, the shelves are stable.